

## Message Text

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PAGE 01 HAMBUR 01259 011553Z

67

ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 AID-20 CIAE-00 FRB-02 INR-10

NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03 CIEP-02

LAB-06 SIL-01 OMB-01 DRC-01 STR-08 /111 W

----- 111716

R 011335Z OCT 73

FM AMCONSUL HAMBURG

TO USDOC WASHDC

INFO SECSTATE WASHDC 2654

AMEMBASSY BONN

UNCLAS HAMBURG 1259

E.O. 11652: N/A

TAGS: BGEN, GW

SUBJECT: GERMAN FIRM'S DIFFICULTY IN ELICITING INTEREST OF  
U.S. FIRM IN GERMAN MARKET

1. GERMAN FIRM SUEDAMERIKANISCHE HANDELSGESELLSCHAFT M.B.H.,  
2 HAMBURG 11, OST-WEST STRASSE 69, HAS WRITTEN CONSUL GENERAL  
THAT ALTHOUGH FIRM VERY INTERESTED IN IMPORTING WINNEBAGO  
RECREATIONAL VEHICLES, THEY HAVE YET TO RECEIVE REPLY FROM FIRM  
WINNEBAGO INDUSTRIES, INC., FOREST CITY, IOWA 50436. GERMAN  
FIRM WROTE LETTER ON AUGUST 1, 1973, WITH FOLLOW-UP BY TELEX  
MESSAGE ON SEPTEMBER 19, 1973. FIRM SUEDAMERIKANISCHE  
HANDELSGESELLSCHAFT IS AN IMPORTER, EXPORTER AND WHOLESALER  
OF ALL KINDS OF GOODS AND IS ESPECIALLY ACTIVE IN TRADE  
WITH SOUTH AMERICA. FIRM IS CAPITALIZED AT DM 100,000, HAS  
ANNUAL TURNOVER OF DM 3 MILLION AND A CREDIT RATING AGENCY  
REPORTS ITS FINANCIAL CONDITION AS SOUND.

2. GERMAN FIRM'S OWNER HAS BOUGHT WINNEBAGO VEHICLE AND TEST  
DRIVEN IT AND BELIEVES THAT THERE IS GOOD MARKET FOR  
PRODUCT IN GERMANY. FIRM WILLING UNDERTAKE TO OFFER DEALER  
AND MAINTENANCE SERVICES, WHICH WOULD BE NECESSARY FOLLOW-UP  
SERVICE IF PRODUCT TO FIND MARKET IN GERMANY.

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3. ACTION REQUESTED: THAT COMMERCE THROUGH FIELD OFFICE

GET IN TOUCH WITH WINNEBAGO AND URGE THEM TO GIVE SERIOUS  
CONSIDERATION TO GERMAN FIRM'S OFFER AND IN ANY CASE TO REPLY  
IMMEDIATELY. SHOULD WINNEBAGO EXPRESS DISINTEREST IN THIS  
OFFER, REQUEST COMMERCE SUPPLY POST WITH NAMES AND ADDRESSES  
OF OTHER AMERICAN MANUFACTURERS OF RECREATIONAL VEHICLES  
SIMILAR TO THOSE MANUFACTURED BY WINNEBAGO.BROGAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 01 OCT 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973HAMBUR01259  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** HAMBURG  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Office:** ACTION EB  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
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**TAGS:** BGEN, GE  
**To:** n/a  
**Type:** TE  
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